

What is claimed is:

1. A generally planar film construction comprising
a front surface and a back surface, the construction comprising a
thickness between the front surface and the back surface;
5 a plurality of perforations distributed over the construction, wherein each
perforation of the plurality of perforations transmits light through the
construction, and further wherein each perforation of the plurality of perforations
comprises a uniform cross-sectional area throughout the thickness of the
construction;
- 10 opaque land area separating the plurality of perforations; and
a layer of adhesive proximate the back surface of the construction;
wherein the plurality of perforations occupy about 10% to about 35% of
the front and back surfaces of the construction, and wherein at least about 50%
of normal incident light directed at the land area of the back surface of the
construction is reflected.
- 15 2. The construction of claim 1, wherein at least about 80% of normal
incident light directed at the land area on the back surface of the construction is
reflected.
- 20 3. The construction of claim 1, wherein each perforation of the plurality of
perforations comprises a uniform size and shape.
- 25 4. The construction of claim 1, wherein the plurality of perforations are
distributed in a selected pattern over the construction.
- 30 5. The construction of claim 1, wherein the adhesive comprises a reflective
adhesive that reflects at least about 50% of normal incident light directed at the
land area of the back surface of the construction.
6. The construction of claim 1, wherein the opaque land area comprises an
absorptive material that provides opacity by absorption of light incident thereon.

7. The construction of claim 1, wherein the construction comprises a color layer attached to a white intermediate layer, wherein the color layer forms the front surface of the construction and the white intermediate layer forms the back surface of the construction.

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8. The construction of claim 7, wherein the color layer comprises a black polymeric film attached to the white intermediate layer.

10 9. The construction of claim 1, comprising a non-black color layer attached to a black intermediate layer, and further wherein the adhesive layer reflects at least about 50% of normal incident light directed at the land area of the back surface of the construction.

15 10. A generally planar film construction comprising
a front surface and a back surface, the construction comprising a
thickness between the front surface and the back surface;
a plurality of perforations distributed over the construction, the plurality
of perforations occupying about 10% to about 30% of the front and back surfaces
20 of the construction, wherein each perforation of the plurality of perforations
transmits light through the construction, and further wherein each perforation of
the plurality of perforations comprises a uniform cross-sectional area throughout
the thickness of the construction;

25 opaque land area separating the plurality of perforations; and
a layer of reflective adhesive proximate the back surface of the
construction, wherein the reflective adhesive reflects at least about 50% of
normal incident light directed at the land area of the back surface of the
construction;

30 11. A sign face capable of having one appearance under light ambient
lighting conditions, and another appearance when back lit and under dark
ambient lighting conditions, the sign face comprising:

- a substrate comprising a first surface and a second surface;
a film construction attached to the first surface of the substrate, the
construction comprising:
5 a front surface and a back surface facing the first surface
of the substrate, the construction comprising a thickness between
the front surface and the back surface;
10 a plurality of perforations distributed over the
construction, wherein each perforation of the plurality of
perforations transmits light through the construction, and further
wherein each perforation of the plurality of perforations
comprises a uniform cross-sectional area throughout the thickness
of the construction; and
15 opaque land area separating the plurality of perforations;
 wherein the plurality of perforations occupy about 10% to
about 35% of the front and back surfaces of the construction, and
wherein at least about 50% of normal incident light directed at the
land area of the back surface of the construction is reflected.
- 20 12. The sign face of claim 11, further comprising a diffuser attached to the
second surface of the substrate.
- 25 13. The sign face of claim 11, wherein the substrate diffuses light transmitted
therethrough.
- 30 14. The sign face of claim 11, wherein at least about 80% of normal incident
light directed at the land area on the back surface of the construction is reflected.
15. The sign face of claim 11, wherein the film construction is adhesively
attached to the substrate.
16. The sign face of claim 11, wherein the opaque land area comprises an
absorptive material that provides opacity by absorption of light incident thereon.

17. The sign face of claim 11, wherein the construction comprises color layer attached to a white intermediate layer, wherein the color layer forms the front surface of the construction and the white intermediate layer forms the back surface of the construction.
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18. The sign face of claim 17, wherein the color layer comprises a black film attached to the white intermediate layer.
- 10 19. The sign face of claim 11, wherein the construction comprises a non-black color layer attached to a black intermediate layer, and further wherein an adhesive layer is located on the black intermediate layer, the adhesive layer forming the back surface of the construction.
- 15 20. A backlit sign comprising :
an enclosure;
a sign face capable of having one appearance under light ambient lighting conditions, and another appearance when backlit and under dark ambient lighting conditions, the sign face comprising:
a substrate comprising a first surface and a second surface facing the enclosure;
a film construction attached to the first surface of the substrate, the construction comprising:
a front surface and a back surface facing the first surface
25 of the substrate, the construction comprising a thickness between the front surface and the back surface;
a plurality of perforations distributed over the construction, wherein each perforation of the plurality of perforations transmits light through the construction, and further wherein each perforation of the plurality of perforations comprises a uniform cross-sectional area throughout the thickness of the construction; and
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opaque land area separating the plurality of perforations;
wherein the plurality of perforations occupy about 10% to
about 35% of the front and back surfaces of the construction, and
wherein at least about 50% of normal incident light directed at the
land area of the back surface of the construction is reflected.

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21. The sign of claim 20, further comprising a diffuser attached to the second surface of the substrate.

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22. The sign of claim 20, wherein the substrate diffuses light transmitted therethrough.

23. The sign of claim 20, wherein at least about 80% of normal incident light directed at the land area on the back surface of the construction is reflected.

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24. The sign of claim 20, wherein the film construction is adhesively attached to the substrate.

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25. The sign of claim 20, wherein the opaque land area comprises an absorptive material that provides opacity by absorption of light incident thereon.

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26. The sign of claim 20, wherein the construction comprises color layer attached to a white intermediate layer, wherein the color layer forms the front surface of the construction and the white intermediate layer forms the back surface of the construction.

27. The sign of claim 26, wherein the color layer comprises a black film attached to the white intermediate layer.

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28. The sign of claim 20, wherein the construction comprises a non-black color layer attached to a black intermediate layer, and further wherein an

adhesive layer is located on the black intermediate layer, the adhesive layer forming the back surface of the construction.